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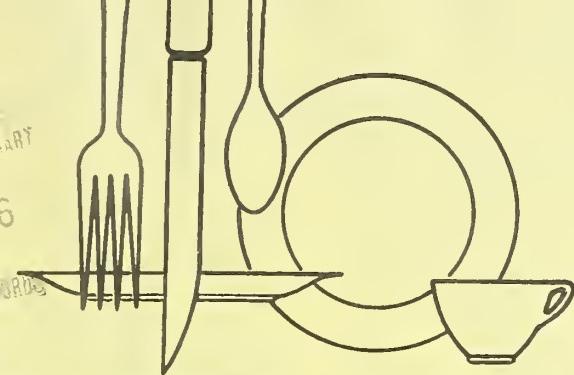


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FOOD

PRE-VUE

U.S. DEPARTMENT OF AGRICULTURE
CONSUMER AND MARKETING SERVICE
CURRENT SERIAL RECORDS
1966



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Consumer and Marketing Service

February 15, 1966
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MEATS Number of cattle on feed January 1 was 5% larger than a year earlier, and cattle feeders report intentions to market 4% more cattle in the first quarter of the year than in that period a year ago. Average slaughter weights of fed cattle are likely to continue at low levels, though some increase is likely. However, production of fed beef probably will be only slightly larger in the first half of this year, compared with 1965. Cow slaughter probably will dip below last year's levels in the first half of 1966. Slaughter of hogs this winter and next spring will continue under year-ago levels due to the smaller June-November 1965 fall pig crop and withholding of gilts for expansion. But the reduction in slaughter, as compared to those months a year ago, will begin to narrow next spring. A few more sheep and lambs were on feed the beginning of this year than last. In the first quarter of the year slaughter supplies may run about the same or somewhat below last year.

POULTRY AND

EGGS Recent hatchery activity in broilers and fryers points to continued production expansion over the next several months. Placement of broiler chicks in 23 States in the 13 weeks ended January 9 was 13% larger than a year ago. All of these will be marketed before the end of the first quarter. Civilian supplies of eggs are likely to remain tight at least through early spring. In the first half of this year production likely will run below a year ago, and use by the military and for hatching will continue larger. Turkey growers appear to be heading for a large increase in turkey production this year, following a relatively profitable 1965. In January they reported intentions to produce 112.1 million birds this year. That's 7% above last year and 4% more than the 1961 record 108 million birds. Intentions are to raise 6% more heavy breeds and 12% more light breeds. On January 1 holdings of turkeys in cold storage totaled 198 million pounds, 4% below a year earlier, but about average for that date.

DAIRY The outlook is for milk output to continue below year earlier levels during first half 1966, and perhaps to total less than last year's estimated 125.5 billion pounds, well under the 1964 record of 126.6 billion. Dairy farmers' prospects for the current year look a little better than last year--commercial demand gaining, surplus held at low 1965 levels, prices and income rising.

FRUITS Based on first-of-the-year indications the 1965-66 U.S. citrus crop is expected to be about 10% greater than the previous crop and 14% more than average. Year-end cold storage stocks of apples were a little smaller, and pears moderately smaller than a year earlier. Mid-January grower prices for citrus fruits were below a year ago, but prices for apples and pears were generally slightly to moderately higher than last year. Prospective supplies of citrus juices for the first half of this year are

larger, but retail prices lower than a year ago. Growing conditions for the 1965-66 citrus crops have been generally good to excellent. This has contributed to prospects that the current U.S. orange crop will be around 9% greater than the previous crop, with increases expected in all the principal orange-growing States. The current grapefruit crop is expected to be up 12%, and lemons up 18%. These prospects point to increased output of major processed items. Supplies will mount further above year-earlier volume as processing continues seasonally active this winter and spring. At year's end supplies of frozen concentrated orange juice stood at 22 million gallons--4 million above January 1, 1965 and 1 million gallons below average. Frozen fruit holdings on January 1 totaled 522 million pounds--5% below a year earlier but 7% larger than average. Stocks of fresh grapes from last year's record crop were up 35% at year's end. The 1966 Florida winter crop of strawberries, currently being harvested, is expected to be about a third smaller than the large 1965 crop. Prospective spring strawberry acreage, though, is up a little. The 1965-66 pack of canned deciduous fruits, although around 16% below the previous year's pack, is largest ever produced. Reductions are particularly large for canned peaches, pears, fruit cocktails, and red tart cherries. January 1 stocks of frozen deciduous fruits were moderately below a year earlier. Supplies of raisins and dried prunes, though, were up considerably.

- VEGETABLES .. During February and March fresh vegetable supplies are expected to be smaller than a year earlier, although close to the recent 5-year average. A number of major items are in smaller supply this year than last, including cabbage, carrots, and lettuce. Reductions also are expected for snap beans and sweet corn. The prospective tomato crop, though, is a little larger than a year ago, and output of celery likely will be up substantially. Storage stocks of onions are the largest in many years. Canned vegetable supplies for marketing into midyear are moderately smaller than a year ago. Canned snap beans, peas, and kraut are larger than last year, but other leading items are smaller. On January 1 frozen vegetable supplies totaled 1 billion, 391 million pounds--175 million pounds above a year ago. Compared with the tight supplies a year earlier, potato supplies into mid-spring are up sharply. January 1 stocks amounted to 123.3 million hundredweight--30% ahead of a year ago. Sweetpotatoes remaining for marketing through the spring are much heavier than a year earlier.
- NUTS The pecan crop estimated at 264 million pounds, is 52% greater than the previous crop, and 30% above average. Walnuts, 78,400 tons, run 13% below 1964. Almonds, 69 thousand tons, are 8% under last year's crop. Filberts--7,640 tons--run 5% below a year earlier.
- PEANUTS The 1965 crop is placed at 2.490 million pounds--13% more than a year earlier, due to a record yield per acre.

The Plentiful Foods Program

THE PLENTIFUL FOODS PROGRAM

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

INDUSTRY-GOVERNMENT FOOD PROMOTIONS INCLUDE:

PRUNES AND PRUNES JUICE PEANUTS AND PEANUT PRODUCTS HONEY RAISINS

The following foods will be plentiful during the month of March:

PEANUTS, PEANUTS PRODUCTS, FRESH ORANGES, PRUNES, PRUNE JUICE, POTATOES, RICE, EGGS